

A FREE EVOLVV STRATEGIES EBOOK

Build Your Website with AI

A plain-English companion to Evolvv's free course: from a blank screen to a live, professional website on your own domain

Read it start to finish in an afternoon, then keep it open beside you while you build. Every stage, what it costs, what to paste, what "done" looks like, and what to do when something goes sideways. Written for owners who have never touched code.



EVOLVV STRATEGIES

evolvv.io

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How to use this book

After this page you know how the book and the free course fit together, and what the four kinds of callout box mean.

This book is the shorter, printable twin of Evolvv's free course, **Build a Stunning Website with AI**. Everything in the course is here in plain text, trimmed down so you can read it start to finish in an afternoon and keep it open beside you while you build.

It's a companion, not a replacement. The course has a hand-picked video for almost every lesson, and some things are just easier to *watch*: a menu you need to find, a button you need to click. Whenever that's true, this book stops and points you there.

GOOD TO KNOW

In the course

Watch the video for this lesson. It shows the exact clicks on screen. The course lives at evolvv.io/websitecourse1overview, and it's free.

About the prompts

The whole way you build this website is by copying a short block of text, called a *prompt*, and pasting it to your AI builder. This book handles prompts two ways:

- **Short prompts** are printed right here, in boxes you can copy.
- **The long prompts**, the big ones that start each build stage, live in the course, ready to copy with one click. Printing them here would only give you two versions to keep straight. So when you reach one, this book tells you what it does and says: *open that module in the course and copy the prompt*.

The four boxes you'll see

TIP

A shortcut or a better way to do the step.



WATCH OUT

The mistake people make here, and how to avoid it.



GOOD TO KNOW

Background worth knowing, or where to find more in the course.



EXAMPLE

What the step looks like done well.

That's it. Read a chapter, do the thing, move to the next. The other pieces of the toolkit help at three points: the **Plan Your Site worksheet** before Module 2, the **Prompt Pack** during Modules 3 and 4, and the **Pre-Launch Checklist** before Module 7.



Welcome

After this page you know what you'll own at the end, what it really costs, and the skill that matters more than the website.

Hi, I'm Pete. I've spent nearly twenty years building brands and websites, for my own companies and for the owners I work with. I wrote this for the question I hear most: *"Do I really have to hand thousands to an agency, wait two months, and end up with a site I can't change a word of myself?"*

No. You can build it yourself, and it can be genuinely good. You now have an AI teammate, Claude Code, that can design, write, build and publish a real website while you steer it in plain English. No designer, no agency, no code experience.



What you'll walk away with

- ☐ A clean, modern website that works as well on a phone as on a laptop
- ☐ Your own brand: colors, fonts and a simple logo
- ☐ Words that sound like you, written from your real answers
- ☐ The site live on your own domain, like yourbusiness.com, with the padlock
- ☐ A working contact form and your real photos on the page
- ☐ An update loop you'll use for years: change anything yourself in minutes



What it costs, with no surprises

ITEM	COST	NOTES
Claude Pro	About \$20 a month	The AI that builds your site. Choose monthly billing so you can cancel when you're done.
Your domain	About \$10–15 a year	Your web address.
Hosting	Free while you build and test; \$20 a month once it's a live business site	Vercel's free plan is for personal projects only. A site that advertises a business needs its Pro plan.

Building the site costs you about one month of Claude Pro. Putting it online to look at and share with a friend is free. Once it's your real, public business website, budget about \$21 a month in total, for a site you own outright and can change yourself.

GOOD TO KNOW

How long it takes

The course is nine modules. Its own estimates add up to roughly nine hours of hands-on time. Most owners spread that over a couple of weekends or a run of evenings.

The part that matters more than the website

You won't just get a website out of this. You'll learn how to teach yourself the next technical thing, and the one after that, with an AI beside you. That's the skill that keeps your hands on the wheel of your own business. The website is just the first thing we build with it.

One honest limit, up front. A good website makes it easy for someone who already wants what you do to choose you. It can't make people want it in the first place. That's why Module 2 spends real time on who you serve and what you offer before a single page gets built.

Pete Stevenson

Evolv Strategies, Boulder, Colorado



Your safety net: if you don't know how, ask

After this page you know what to do the first time something confuses you or breaks.

Your AI builder isn't only building your website. It's also your teacher, sitting right there the whole time. Which means there's no such thing as being stuck. There's only the next question you haven't asked yet.

WHEN THIS HAPPENS	SAY THIS TO CLAUDE
A word you don't recognise	"Explain this like I'm not technical."
A screen that confuses you	Paste a screenshot: "What do I click here?"
A scary red error	Paste the error: "This didn't work. Please fix it."
You come back after a break	"Remind me where we left off and what's next."

GOOD TO KNOW

Errors are normal

Errors during a build happen to professionals too. They're not a sign you did something wrong. They're the next small thing to solve, and your builder solves them fast.

Keep this mindset the whole way through. Every time you catch yourself thinking *"I don't know how to do this,"* that isn't a wall. It's a prompt. Type the question. That habit is worth more than any single website.



PART 1

Get ready

00 · MODULE 0



Set up Claude Code

What this stage gives you — your AI builder, installed and ready. The hardest part of the whole journey, done once.

This is the only module that's all setup and no building. Take it slowly. Once it's finished, every other module is mostly copy and paste.



Module 0

set up Claude Code



Module 1

load the Build Kit



Modules 2–7

one prompt per stage



Module 8

get found



Choose your Claude plan

Claude Code needs a paid Claude plan. The free one doesn't include it. For building a website, **Claude Pro at \$20 a month** has everything you need.



GET CLAUDE PRO

- 1 Go to **claude.ai** and create an account with an email you'll keep. The plan comparison is at claude.com/pricing.
- 2 Open your account menu, choose to upgrade your plan, and pick **Pro**.
- 3 Choose **monthly** billing, not annual.
- 4 Add your payment details. Your account can now run Claude Code.



WATCH OUT

Annual looks cheaper

Annual billing shows about \$17 a month instead of \$20, but it charges the whole year up front. You're likely only paying for the weeks you're building, so monthly is the option that actually lets you cancel.

Skip the bigger **Max** plans (\$100 or \$200 a month) unless Pro's usage limits start getting in your way; you can upgrade in one click later. Skip the "API" option. That's for developers.



GOOD TO KNOW

If you see "limit reached"

Your work is saved. The main limit resets every five hours, so a coffee break usually clears it. There's also a separate weekly limit, which is the reason to spread a big build across two sittings instead of one marathon day.



Install Claude Code

We strongly recommend the **Desktop app**. You drive everything from a normal window and never have to use the terminal.



THE DESKTOP APP (RECOMMENDED)

- 1 Go to claude.com/download.
- 2 Download the version for your computer, Mac or Windows, and install it like any app. (On a newer Windows laptop with a Snapdragon chip, pick the Windows arm64 link.)

- 3 Open it and sign in with the Claude account you put on Pro. Approve the browser pop-up.
- 4 At the top of the window, click the **Code** tab. That tab is Claude Code. Everything in this book happens there.

Prefer the terminal? These are the official one-line installers. Otherwise skip them.

MAC: PASTE INTO THE TERMINAL APP

```
curl -fsSL https://claude.ai/install.sh | bash
```

WINDOWS: PASTE INTO POWERSHELL (THE LINE STARTS WITH PS C:\)

```
irm https://claude.ai/install.ps1 | iex
```

Then type `claude --version` to check it worked, and `claude` to start it. If it says “command not found”, close the window and open a fresh one.

Install Node and Git

Two quick installs. **Node** is the engine your website runs on. **Git** is your undo button and backup, and on Windows Claude Code won’t work without it. You’ll never open either one yourself.

TWO INSTALLS

- 1 **Node:** go to nodejs.org/en/download, make sure **LTS** is selected (not Current), download the installer for your computer and click through the defaults.
- 2 **Git on Windows:** go to git-scm.com/download/win, run the installer and accept every default.
- 3 **Git on Mac:** open Terminal and type `git --version`. If it offers to install “command line developer tools”, click Install.

WATCH OUT

Windows only

Once Git has finished installing, fully **close and reopen the Claude app**. Programs only notice newly installed tools when they restart.

Create your project folder

Every project needs a home. One dedicated folder keeps everything tidy and easy to undo.

MAKE THE FOLDER AND OPEN IT

- 1 On your Desktop, create a folder named `website-revamp` (lowercase, no spaces). Leave it empty.
- 2 In the Claude app's **Code** tab, choose **Local** (it means “use the files on my own computer”), click **Select folder** and pick `website-revamp`.

Don't point Claude at your whole Desktop or Documents folder. Just this one clean folder.

What Claude is allowed to do

Good news: this step is mostly done for you. On a Pro or Max plan, Claude Code normally starts in **Auto** mode. It edits files and runs commands without stopping to ask each time, while a second AI model checks the riskier actions and blocks the dangerous ones. It won't catch everything, so keep reading what Claude says it's doing.

MODE	WHAT IT DOES	WHEN YOU'D USE IT
Auto	Works freely; a background checker blocks risky actions	Where you start, and what this book assumes
Plan	Explains what it would do and changes nothing until you approve	Before anything big, or any time you're nervous
Accept edits	Changes files freely but asks before running a command	You want a look at the commands
Manual	Asks before every single change	You want to approve every move

In the Desktop app, the mode selector sits next to the send button. It should already say **Auto**. In the terminal, press Shift+Tab to cycle modes.



WATCH OUT

Never “bypass permissions”

There's a mode that switches every check off, and older tutorials recommend it. Anthropic's own guidance is to use it only on an isolated test machine, never on the computer you actually work on. Don't turn it on. Auto mode gives you the same smooth build with the safety net still underneath.

🔖 GOOD TO KNOW

You'll know it worked when

You have Claude Pro, the Claude app signed in on the Code tab, Node and Git installed, your **website-revamp** folder open, and the mode selector on Auto. The hardest part is done.



Kick off your project

What this stage gives you — Claude taught, in one paste, the entire process it's about to run for you.



Download the Build Kit

The Build Kit is what turns the rest of this book into copy and paste. It's a small set of files that teaches Claude Code your whole website-building process. You drop it in once, and Claude knows what to do at every stage.



INSIDE THE KIT	WHAT IT DOES
<code>CLAUDE.md</code>	The master instructions Claude reads automatically
<code>.claude/skills/</code>	Five expert skills: brand strategy, web architecture, front-end design, copywriting and deploy



DROP IT INTO YOUR FOLDER

- 1 Download `build-kit.zip` from **Module 1 of the course**.
- 2 Unzip it: double-click on a Mac; right-click and choose **Extract All** on Windows.
- 3 Copy the `CLAUDE.md` file and the `.claude` folder directly into your `website-revamp` folder.

 TIP

Can't see the .claude folder?

On a Mac it's hidden, not missing. Press `Cmd + Shift + .` in Finder to show it. Windows doesn't hide it, so if it isn't in File Explorer it didn't copy. Copy it again.

▶ Run the kickoff prompt

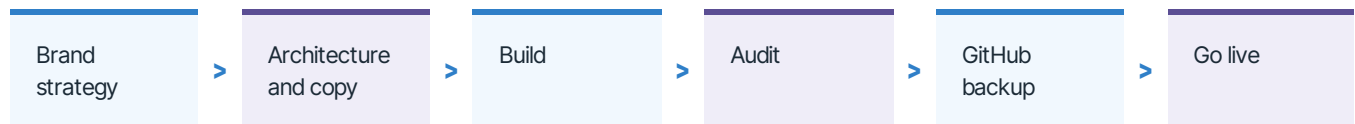
Now it comes alive. One prompt, and Claude reads your kit, lists the five skills, saves a first snapshot of your project with Git, explains the six stages back to you in plain English, and waits.

 GOOD TO KNOW

In the course

Open **Module 1** and copy the **kickoff prompt**. Paste it into Claude Code with your **website-revamp** folder open.

The six stages it will describe are Modules 2 to 7 of the course, one stage per module:



 WATCH OUT

If you get stuck

If Claude can't find **CLAUDE.md** or the skills, the kit landed in the wrong place. Both must sit directly inside **website-revamp**. On Windows, if Claude can't run Git, fully close and reopen the Claude app once, then paste the prompt again.

 GOOD TO KNOW

You'll know it worked when

Claude has listed the five skills, saved a first snapshot, and described the six-stage plan back to you.



PART 2

Plan it

02 · MODULE 2 · STAGE 1



Brand strategy

What this stage gives you — a real brand foundation on paper, brand-strategy.md, that every later stage builds on.

We do this before building anything, on purpose. A beautiful site with a muddy message doesn't sell. A clear one does.



Claude interviews you about your business and reads your current website if you have one. Then it writes a Brand Strategy Report: your business model, ideal customer, offers, brand message, visual identity (colors with hex codes, fonts, a simple logo) and your copywriting voice.

TIP

Do the worksheet first

The **Plan Your Site worksheet** in this toolkit gathers your answers before the interview starts. Fill it in, and the conversation goes twice as fast.

GOOD TO KNOW

In the course

Open **Module 2** and copy the prompt labelled **Start your brand strategy**. Claude asks for your website, walks you through questions a few at a time, proposes your message, colors, fonts and logo for you to adjust, then writes **brand-strategy.md** and saves a snapshot.

No website yet? No problem

Just say so. Claude skips straight to the interview. Starting from a blank page is normal, and arguably easier: nothing old to unlearn.

Answer like this, not like that

The report is only as good as your answers. Specific, true details give Claude something to work with. Vague ones waste the turn. Here's the difference, for a made-up coffee shop:

SPECIFIC: GOLD	VAGUE: A WASTED TURN
"Regulars come for the quiet back room and stay two hours."	"We have great coffee."
"Customers say we're the only shop that remembers their order."	"Quality and service."
"We roast in-house every Tuesday; people smell it on the block."	"We care about our customers."

WATCH OUT

If it feels generic

Tell it: "Slow down and ask me one set of questions at a time," or "Make the colors cooler and ask me again."
You're in charge of the conversation. If it can't open your website, paste your homepage text into the chat instead.

GOOD TO KNOW

You'll know it worked when

There's a **brand-strategy.md** file in your project: a professional brand foundation most businesses never put on paper.



Website architecture and copy

What this stage gives you — the complete blueprint of your site, site-architecture.md, with the real words already written.

Now we plan the actual website: every page, every section, the real copy and how each part should look, before a single thing is built. This is the difference between a generic template and a site that's genuinely yours.



What a homepage that sells actually does

Claude will propose a homepage plan, and your review only means something if you know what “good” looks like. A homepage that sells walks a visitor down a short, clear path:



TOP TO BOTTOM

- 1 **Hero:** what you do, who it's for, and one clear button.
- 2 **Problem, then solution:** name the pain they feel, then how you fix it.
- 3 **Services:** what you offer, in plain terms.
- 4 **Proof:** testimonials, credentials, logos. Reasons to trust you.
- 5 **Final call to action:** make the next step obvious and easy.

A lean small-business site is usually only a handful of pages, each with one job:

PAGE	ITS ONE JOB
Home	Make the right visitor say “this is for me” and click
Services	Show what you offer and what it costs to start
About	Make them trust the human behind it
Contact	Make reaching you effortless

Gather your real details first

Have these in front of you

- ☐ Your hours and, where relevant, your prices or starting rates
- ☐ Your services, in the words you actually use
- ☐ Real testimonials or reviews, with permission to use them
- ☐ Your phone, email and address or service area
- ☐ Any photos you own: your space, your team, your work



WATCH OUT

Don't let it guess

Claude will ask for your hours, prices, testimonials and contact details. Give them. Never let it invent them, and never publish a review you didn't receive.



GOOD TO KNOW

In the course

Open **Module 3** and copy **Plan your website**. Claude recommends a lean set of pages, maps each one section by section with finished copy and design notes, asks you for real details, and saves **site-architecture.md** .

When Claude shows you the copy, read it like a customer would. If anything sounds stiff, say so: “make the About section warmer”, “shorten the hero headline”. It's far easier to perfect words in the plan than after the site is built. The **Prompt Pack** in this toolkit has ready-made prompts for exactly these fixes.

🔖 GOOD TO KNOW

You'll know it worked when

You have both foundation documents, **brand-strategy.md** and **site-architecture.md** . Together they're a complete blueprint. Time to build.



PART 3

Build it

04 · MODULE 4 · STAGE 3



Build your website

What this stage gives you — your real website, running on your own computer, with your photos and a contact form that actually reaches you.

The exciting part. Claude builds your site from your two documents (it sets up a modern Next.js and Tailwind website) and runs it on a private preview link, **localhost**, that only you can see.



TIP

Look before it leaps

This is the biggest single step, so switch to **Plan** mode first and paste the build prompt. Claude reads your two documents, writes out exactly how it intends to build the site, and changes nothing until you approve. Send the plan back as many times as you like, then switch to Auto and let it run.

GOOD TO KNOW

In the course

Open **Module 4** and copy **Build my website**. It sets up the site, builds every page from your documents, makes it work on phones and desktops, starts the preview, and saves a snapshot.

Then refine it, in plain English

In the Desktop app your site opens in a preview pane beside the chat, and Claude can see that page itself. Tell it what to change:

- "Make the hero headline bigger and bolder."
- "Add more space between the sections. It feels cramped."
- "Use my accent color for the buttons."
- "This section looks off." Then drag in a screenshot.

Whenever the site reaches a good spot, say **"save a snapshot"**. It's your reset button. Build fearlessly.

Real photos

Nothing says "this is a real, local business" faster than real images. In order of trust: **your own photos** (a phone photo in good light beats stock), **free stock** from Unsplash or Pexels (both free for commercial use, no credit required), and **AI images** for abstract or decorative art only. Never use AI for "your team" or "your shop". That's dishonest.

PUT YOUR PHOTOS ON THE SITE

I've put some photos in a folder called images inside my project. Please use them: put the **[storefront]** shot in the homepage hero and the **[team]** photo on the About page, and pick sensible spots for the rest. Optimize them so the site still loads fast, and add plain, descriptive alt text to each so it's accessible.

A contact form that actually works

Almost every guide skips this: a site like yours can't receive form messages on its own. A contact form needs a small free helper service to catch each message and email it to you. Without one, the form looks fine and silently goes nowhere.

The easiest free option is **Web3Forms**: its free plan covers 250 messages a month. (Formspree is a fine alternative; its free plan allows 50.)

WIRE UP THE FORM

Please add a contact form to my Contact page that sends every submission to my email using Web3Forms (the free tier is fine). Walk me through creating the free account and getting my access key first. Tell me exactly what to click and where to paste the key. Then add simple spam protection and a friendly "thanks, we'll be in touch" message after someone sends it.

WATCH OUT

Test it

Send yourself a message through the form and confirm it arrives. A form you've never tested is a form you can't rely on.

When something looks wrong

WHAT YOU SEE	WHAT TO SAY TO CLAUDE
A blank page or an error	"The preview shows an error. Here's a screenshot. Please fix it and tell me what happened in one sentence."
Your change didn't show up	"I don't see the change. Is the preview still running? Please restart it and give me the link again."
It looks broken on your phone	"Here's a phone screenshot. Please fix the layout on small screens without changing the desktop version."
Claude went down a rabbit hole	"Stop. Let's try a simpler approach." Then use <code>/rewind</code> .

GOOD TO KNOW

Your undo button inside Claude

Type `/rewind` , or press Esc twice on an empty message box, and you get a list of everything you've asked this session, with the option to put your files back to before any one of them. Two limits: it can't undo what a command did on its own (like deleting files), and it isn't a replacement for Git snapshots, which are your real backup.

If the same problem comes back twice, click the model name next to the send button, pick a stronger model and say "try that again". Stronger models use more of your allowance, so save them for the hard bits.

🔖 GOOD TO KNOW

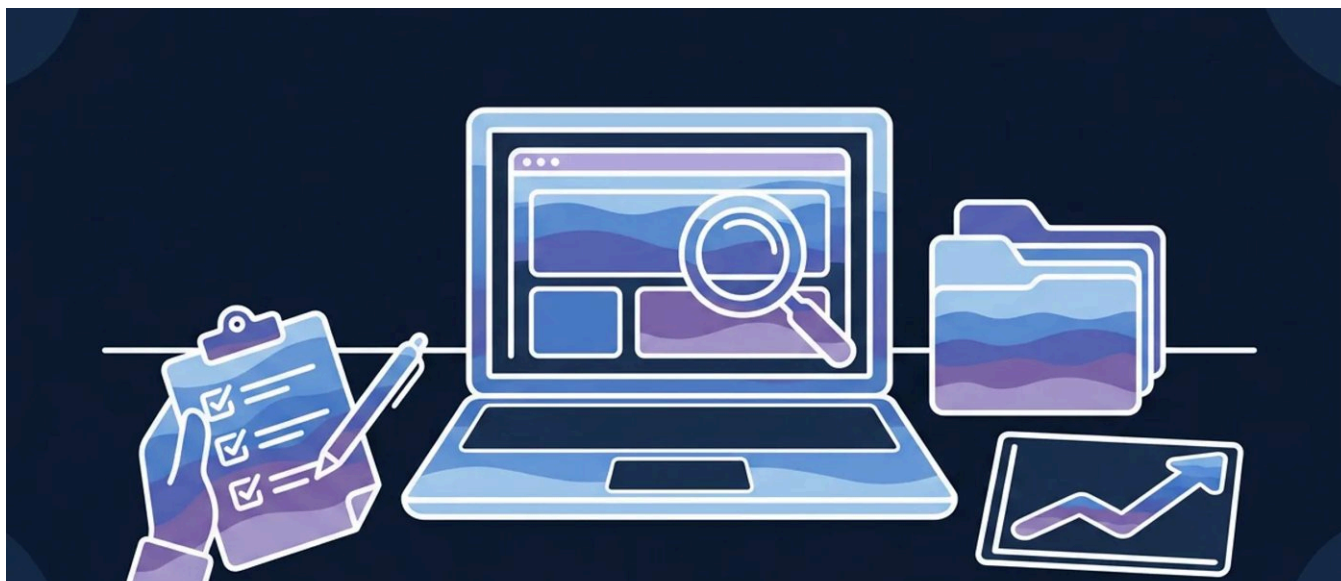
You'll know it worked when

You have a complete, branded, mobile-friendly site running on your computer, with your photos and a tested contact form, and you can click through every page.

🔍 Audit and optimize

What this stage gives you — a site that isn't just pretty but genuinely solid, checked and fixed before anyone sees it.

You've been close to your site for a while, so it's easy to miss things. Before it goes public, Claude reviews the whole site on desktop and mobile and fixes what it finds. In the Desktop app it can open your preview and click through the pages for real.



THE CHECK	WHAT IT'S REALLY LOOKING AT
Mobile and desktop	Works on phones and computers; the menu collapses; buttons are easy to tap
Accessibility	Good contrast, readable sizes, image alt text, keyboard-friendly
Search basics	Every page has a clear title, a description and one main heading
Speed	Images optimized; nothing quietly slowing the site
Links and content	No broken links, no leftover placeholder text, clean spelling
Polish	A favicon from your logo, a friendly "page not found" page, real contact details everywhere

GOOD TO KNOW

In the course

Open **Module 5** and copy **Audit and optimize my site**. It runs all six checks, fixes the issues, saves a snapshot and flags anything that needs your decision.

Do a “fresh eyes” read yourself

Open your site and read the homepage out loud, slowly, as if you’d never seen it. Does it instantly say what you do and who it’s for? Is the next step obvious? Tell Claude to fix anything that fails that test.

TIP

Two free second opinions

Once the site is live, paste its address into Google’s **PageSpeed Insights** (pagespeed.web.dev) for a speed check, and into WebAIM’s **WAVE** (wave.webaim.org) for an accessibility check. Both are free. The **Pre-Launch Checklist** in this toolkit walks you through the rest.

Then resist over-tweaking. “Live and good” beats “perfect and invisible”. You can keep polishing forever after launch.

WATCH OUT

If a flag makes no sense

Ask: “Explain that like I’m not technical, and tell me if it actually matters for my small-business site.” Not every flag is worth fixing before launch. If a fix makes something look worse, **/rewind** puts your files back.

GOOD TO KNOW

You’ll know it worked when

Your site is fast, accessible, mobile-friendly and clear. Launch-ready.



PART 4

Launch it

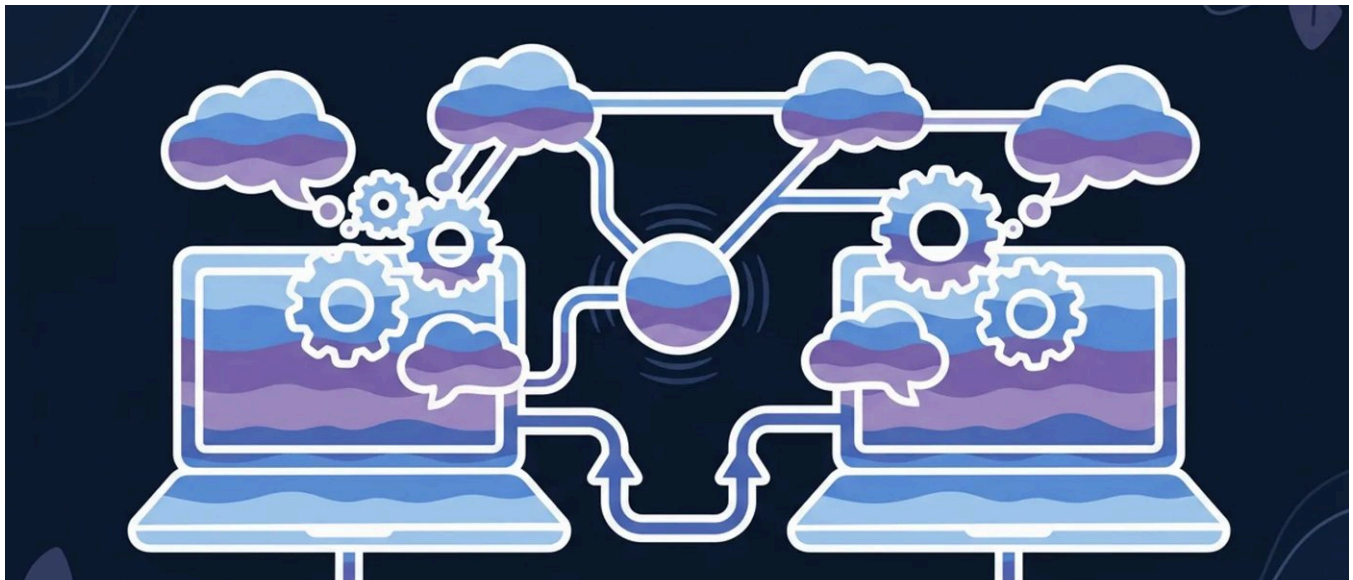
06 · MODULE 6 · STAGE 5



Back it up to GitHub

What this stage gives you — a free, backed-up home for your project in the cloud, and the connection that makes publishing one sentence.

GitHub keeps a backed-up copy of your project and a history of every version. If your laptop ever dies, your site is safe. If you don't have an account, create a free one at github.com first.



The one real gotcha is **connecting your computer to GitHub**, the step almost everyone skips and then gets stuck on. The course prompt has Claude do it properly with a browser sign-in.

GOOD TO KNOW

In the course

Open **Module 6** and copy **Back up to GitHub**. Claude installs GitHub's small command-line tool, runs the sign-in, sets up a `.gitignore` so nothing private is ever uploaded, creates a private repository and pushes your project up.

Here's what the sign-in feels like, so it's not a surprise: a short code appears (something like AB12-CD34). You copy it, a browser opens, you paste it and click **Authorize**. You only do this once.

GOES UP TO GITHUB	NEVER GOES UP
Your pages and code	Passwords and private keys
Your images	The giant <code>node_modules</code> folder
Your two strategy documents	Anything the <code>.gitignore</code> lists

WATCH OUT

If a push is rejected

An error like "Support for password authentication was removed" means the sign-in didn't finish. Tell Claude: "GitHub won't let me push. Please run the sign-in again and walk me through it."

GOOD TO KNOW

You'll know it worked when

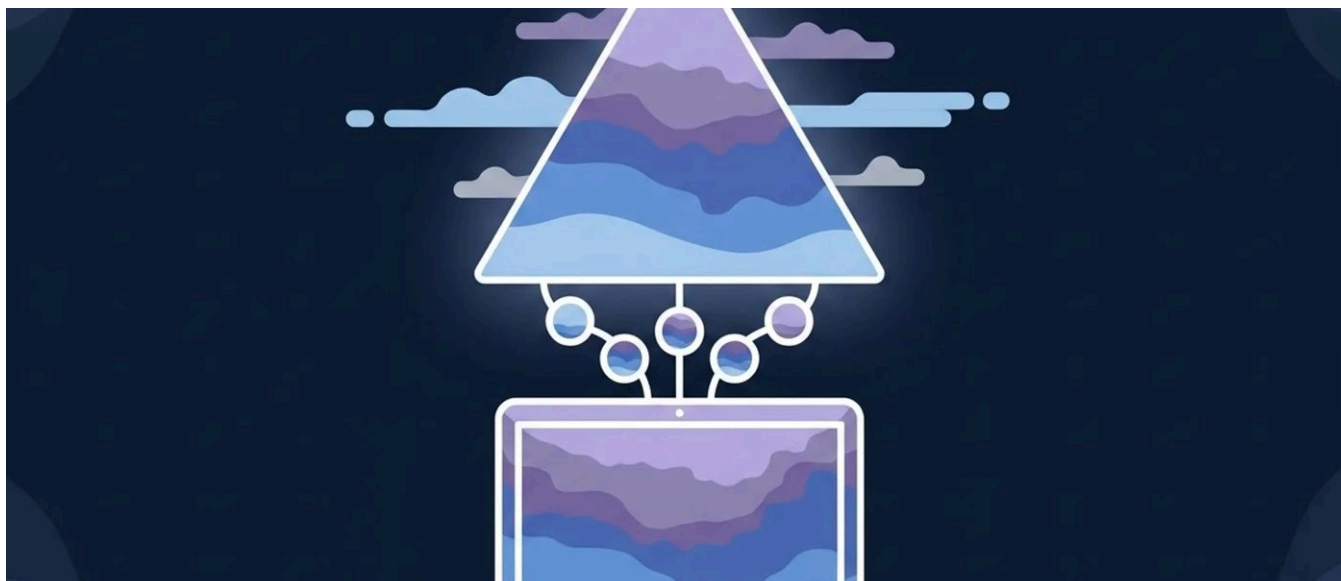
You refresh github.com and your project files are there, in a private repository.



Go live with Vercel and your own domain

What this stage gives you — your site live on the real internet, first at a free address, then on `yourbusiness.com`.

One of the easiest steps in the whole book. **Vercel** is the service that puts your site on the internet. You can publish and test on its free plan right now. Before it becomes your public business website, move to its **\$20-a-month Pro plan**: the free plan is for personal, non-commercial projects, and a site that advertises a business isn't one.



Deploy your site

FIRST DEPLOY

- 1 Go to **vercel.com/new** and sign up or sign in **with your GitHub account**. That's what connects the two.
- 2 Approve access to your repositories, then find your website in the list and select it.
- 3 Leave the settings alone except **Environment Variables**: type `NEXT_PUBLIC_WEB3FORMS_KEY` in the Key box and paste your Web3Forms access key in the Value box. (Can't find it? Ask Claude: "What's my Web3Forms key in `.env.local`?")
- 4 Click **Deploy** and wait about a minute. You'll get a live link like `your-site.vercel.app`.
- 5 Open it and send yourself a message through the live contact form.

📌 GOOD TO KNOW

You'll know it worked when

You click your **.vercel.app** link and your website opens, live, for anyone in the world. Text a friend the link.

🔄 The update loop, for the rest of time

From now on, changing your live site is one sentence to Claude:

💬 THE FOREVER LOOP

Please save our changes and push them to GitHub so my live site updates.

Vercel notices and republishes within about a minute. Tell Claude the change, say “save and push”, and it's live. No re-uploading, ever.

🔗 Connect your own domain

Swap **your-site.vercel.app** for **yourbusiness.com**. About \$10–15 a year and a few minutes. Pick one of two ways.

Option A: buy the domain inside Vercel (easiest). Open your project, then **Settings › Domains**, type the domain you want and click **Buy** if it's available. Vercel connects it and turns on the padlock (HTTPS) for you. No DNS screens at all. It costs a little more than the cheapest registrar.

Option B: buy elsewhere and point it at Vercel (cheapest). Use a reputable registrar such as Cloudflare, Namecheap or Porkbun. Keep it short, go for .com first, decline the add-ons, and glance at the *renewal* price, which can be higher than the first-year price.

📋 OPTION B, CONNECTING IT

- 1 In Vercel: your project › **Settings › Domains › Add Domain**, and type your domain. Say yes when it suggests adding the www version too.
- 2 Vercel shows the exact records for *your* domain, usually an **A record** for **@** and a **CNAME** for **www**.
- 3 Log in at your registrar, find **DNS settings**, and enter exactly what your Vercel screen shows: the Type, Name and Value of each record.
- 4 Save. Back in Vercel the status turns **Active**, usually within minutes. The padlock is automatic.



WATCH OUT

Copy the values from your own screen

Vercel tailors its DNS values to your project and updates them over time. Don't copy an address from a video or an article, including this one. Enter precisely what your Vercel Domains page shows. And if the domain already runs your email, don't delete or change its existing email (MX) records.

Registrar screens are confusing, so let Claude read yours:



READ MY DNS SCREEN

I'm connecting my domain to Vercel. Here's a screenshot of my registrar's DNS settings page, and here are the records Vercel wants me to add: [\[paste the exact records from your Vercel Settings > Domains screen\]](#). Please tell me exactly what to put in each box.



GOOD TO KNOW

Not instant? That's normal

DNS changes can take a few minutes to a couple of hours to spread, and occasionally up to 48 hours. If it isn't working after 15 minutes, give it an hour before worrying. The **Domain, Hosting and DNS** guide in this toolkit explains every term on those screens.



GOOD TO KNOW

You'll know it worked when

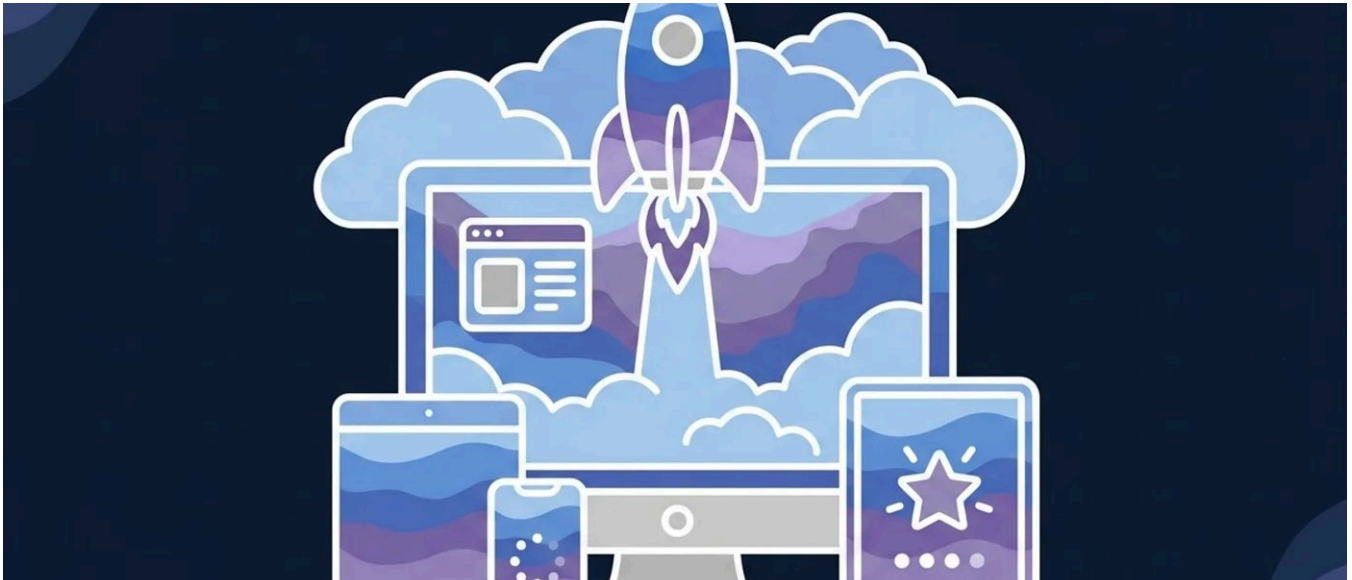
You type yourbusiness.com, your site loads, and there's a padlock in the address bar. A real, professional, secure website, built and launched by you.



Launch and grow

What this stage gives you — people who can actually find your new site, and a clear sense of what to do next.

Your site is live on your domain. Now let's help people find it.



THE GET-FOUND FOUR	WHY IT MATTERS
Google Business Profile (free, google.com/business)	It's what powers your listing on Google Maps and in local results. Add your new link to it.
Google Search Console	Tell Google your site exists so it starts showing up in results.
Analytics	Free, privacy-friendly visitor counts so you know what's working.
Everywhere you already are	Instagram bio, email signature, business cards, the front door.

GET FOUND

Help me get my new website found. Please:

1. Walk me through submitting my site to Google (Google Search Console) so it gets indexed.
2. Add free, privacy-friendly analytics so I can see my visitors.
3. Double-check my page titles and descriptions are clear for search and social sharing.

Keep it simple and tell me exactly what to click.

Then **tell people**. Post the link, email your customers, put it on your door. A site nobody knows about can't help you. The **SEO and AI-Search Basics** checklist in this toolkit covers the next steps, including how to be understood by AI search tools.

 TIP

Not sure where to start?

Start with the Google Business Profile. For most local businesses it's the single highest-impact thing on this page.

Get an outside read

You've been close to your site for a long time. A fresh, expert read is the perfect next step now that you have a real address. Evolvv's free **Website and Brand Review** (evolvv.io/audit) is a personal review of your message, brand, website and customer journey, sent to you as a PDF within one business day. No call required.

Keep growing with AI

- To change anything: open your project in Claude Code, describe the change, then say "save and push to GitHub". Live in a minute.
- To add a page or a blog: just ask. "Add a Gallery page and link it in the menu."
- Collect emails, add real reviews, and sharpen your message as you learn what customers respond to.



You own it now

After this page you know what you own, how to maintain it, and the honest line between doing it yourself and getting help.

Take a second here. You went from a blank screen to a professional, secure, mobile-friendly website on your own domain, built by you, with AI. Most owners never even attempt that.



Notice what you actually own:

- ☐ **Your domain** is yours.
- ☐ **Your code** is on your GitHub.
- ☐ **Your running cost** is about \$21 a month: Vercel Pro plus the domain. Claude Pro only when you're making changes.
- ☐ **No agency** is holding your site hostage. You can update it yourself, forever.

The update loop is the whole maintenance manual: open your project in Claude Code, describe the change, then say *"save and push to GitHub"*. Coming back after a break? Ask Claude: *"Remind me how to update and publish my site."*



When doing it yourself is enough, and when it isn't

Building the site yourself was the right call, and you just proved it. But there's a difference between building a *website* and building a *growth engine*.

YOU AND AI CAN HANDLE IT	WORTH AN OUTSIDE EXPERT
Copy tweaks and new pages	Visitors come but don't contact you
New photos, hours and prices	Positioning you can't quite put into words
A blog, a gallery, small features	The growth plan beyond the website
	Booking systems, stores, logins or custom tools

When you hit a wall you can't quite describe to an AI, that's where a second set of expert eyes saves months of guessing. That's what Evolvv does, and a free strategy session (evolvv.io/contact) is the easiest place to start. No pressure, just a clear next move.

You earned this. Go tell people about your new site.

— Pete

☰ Prompt and command cheat sheet

Every short prompt and command in this book, in one place, plus where to find the long ones.

💬 Short prompts and commands

📄 INSTALL CLAUDE CODE FROM THE TERMINAL (MAC)

```
curl -fsSL https://claude.ai/install.sh | bash
```

📄 INSTALL CLAUDE CODE FROM POWERSHELL (WINDOWS)

```
irm https://claude.ai/install.ps1 | iex
```

📄 CHECK THE INSTALL, THEN START CLAUDE

```
claude --version  
claude
```

📄 OPEN YOUR PROJECT FOLDER IN THE TERMINAL

```
cd Desktop/website-revamp  
claude
```

📄 UPDATE YOUR LIVE SITE (THE FOREVER LOOP)

Please save our changes and push them to GitHub so my live site updates.

📄 GET HELP WITH A DNS SCREEN

I'm connecting my domain to Vercel. Here's a screenshot of my registrar's DNS settings page, and here are the records Vercel wants me to add: [\[paste the exact records from your Vercel Settings > Domains screen\]](#). Please tell me exactly what to put in each box.

GET FOUND ON GOOGLE

Help me get my new website found. Please:

1. Walk me through submitting my site to Google (Google Search Console) so it gets indexed.
2. Add free, privacy-friendly analytics so I can see my visitors.
3. Double-check my page titles and descriptions are clear for search and social sharing.

Keep it simple and tell me exactly what to click.

Two more you'll use constantly: **"save a snapshot"** at every good moment, and **/rewind** when the last change made things worse.



The long prompts: copy these from the course

MODULE	PROMPT LABEL IN THE COURSE	WHAT IT DOES
1	The kickoff prompt	Reads your Build Kit, sets up Git, explains the six stages, waits
2	Start your brand strategy	Interviews you, proposes your brand, writes brand-strategy.md
3	Plan your website	Maps every page with final copy and design notes: site-architecture.md
4	Build my website	Builds the real site and starts the private preview
4	Photos and contact form	Places your images; wires up Web3Forms
5	Audit and optimize my site	Checks mobile, accessibility, search basics, speed, links and polish, then fixes
6	Back up to GitHub	Signs you in to GitHub, creates a private repository, pushes your project

All of them are at evolv.io/websitecourse1overview.



Plain-English glossary

Every technical word in this book, in one sentence each.

WORD	WHAT IT MEANS
Claude Code	The AI teammate that builds your website from plain-English instructions. It's the Code tab in the Claude app.
Build Kit	A small set of files you drop into your project once. It teaches Claude the whole six-stage process.
Prompt	The instruction you type or paste to Claude.
Auto / Plan mode	How much Claude does before checking with you. Auto works freely with a safety checker; Plan explains first and changes nothing.
Terminal	A plain text window for typing commands. With the Desktop app, you never need it.
Node	The engine that runs your website on your computer so you can preview it.
Git	An undo button for your whole project. It saves snapshots you can return to.
Snapshot (commit)	A saved point in your project's history. Say "save a snapshot" any time.
/rewind	Claude's own quick undo for the last few changes in a session.
GitHub	A free website where a backed-up copy of your project lives.
Repository (repo)	Your project's folder as it lives on GitHub.
localhost	A private preview of your website, running on your computer, that only you can see.
Web3Forms	A free service that catches contact-form messages and emails them to you.
Vercel	The service that puts your website on the internet. Free for personal projects; \$20 a month for a business site.
Environment variable	A private setting, like your form's access key, stored in Vercel instead of in your code.
Deploy	Publish your site so it's live.
Domain	Your web address, like yourbusiness.com. About \$10–15 a year.
Registrar	The company you buy the domain from.

WORD	WHAT IT MEANS
DNS	The internet's address book. Its records tell the world where your domain's website and email live.
A record / CNAME	Two kinds of DNS record. Vercel usually asks for an A record for the plain domain and a CNAME for www, with values it shows you.
MX record	The DNS record that routes your email. Leave it alone when connecting your website.
HTTPS / the padlock	The secure connection. Vercel turns it on automatically.

Two honest next steps

You have the whole path. Here's what I'd do next.

Build it yourself

Take the free course alongside this book. It has the long copy-and-paste prompts, the Build Kit and a hand-picked video for almost every step.

evolvv.io/websitecourse1overview

Have us look first

The free Website and Brand Review is our diagnostic: a personal review of your message, brand, website and customer journey, sent as a PDF within one business day.

evolvv.io/audit



Pete Stevenson

Evolv Strategies, Boulder, Colorado

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